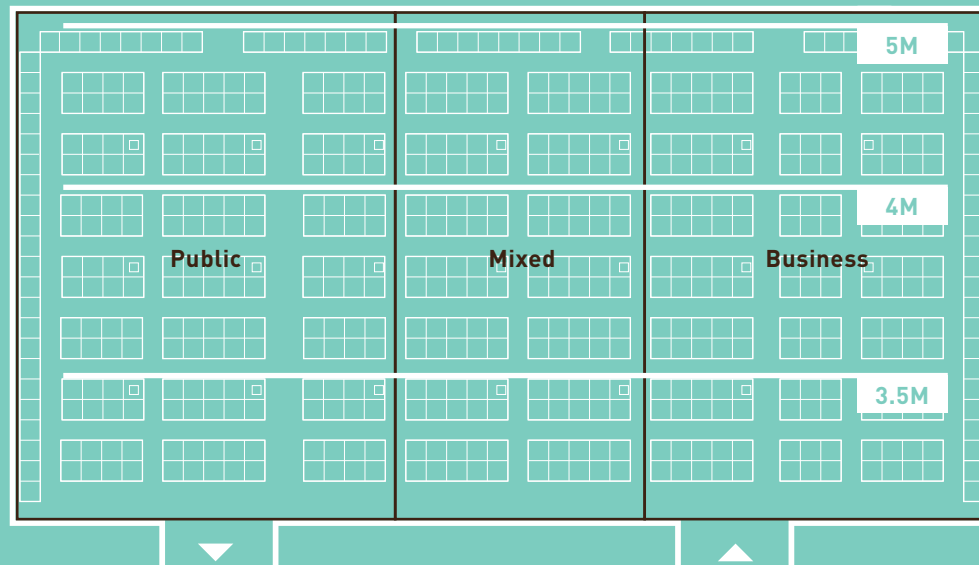


Coffee Expo Seoul



Thurs **April 11** - Sun **April 14 2013**
Coex, Seoul, South Korea

Floor Plan



31.12.2012	28.2.2013	15.2.2013	9-11.4.2013	11-14.4.2013	14.4.2013
Early bird deadline	General application deadline	Online form deadline <small>[Signage text, information for entry pass and show directory]</small> Download at: coffeexpo.info	Booth construction and installation	Coffee Expo 2013	Booth take-down

Coffee Expo 2013 Secretariat

Participation Inquiries **Ms Rhiannon Shepherd** T. 82.2.6000.1121 F. 82.2.6000.8177 E. rmshepherd@coex.co.kr W. coffeexpo.info
 SNS
 Facebook: <http://www.facebook.com/coffeexposeoul> Twitter: <https://twitter.com/CoffeeExpoSeoul>
 Flickr: <http://www.flickr.com/photos/coffeexposeoul> LinkedIn: www.linkedin.com/groups/Coffee-Expo-Seoul-4251594



The Coffee Industry in Korea

Korea's coffee industry has doubled over the past three years, seeing an explosion in both import and consumption and catapulting Korea to its place as 11th largest coffee market in the world. South Koreans are now amongst the top global consumers of coffee, and the country is home to over 12,300 coffee shops.

Facts and Figures

- Korea is currently the world's 11th largest coffee market
- Between 2010 and 2011 coffee sales jumped 59.7 percent from 1.55 trillion Korean won (1.4 billion US dollars) to 2.48 trillion Korean won (2.2 billion US dollars)
- Koreans consume an average of 300 tons of coffee beans a day, or 37 million cups of espresso
- Korea currently imports coffee from 83 countries. Korea's top importer of coffee beans is Vietnam, providing a huge 88%, followed by Brazil at 15% and Columbia at 11%, while processed coffee is mainly imported to Korea from the United States and Italy
- In five years, between 2006 and 2011, the number of coffee shops in Korea rose by 887.3% with sales climbing a massive 1598.8% in the same period.



Seoul: Capital of Coffee Culture

Seoul boasts the highest concentration of coffee shops in the world!

Coffee Expo Seoul 2013: The Perfect Platform for your Coffee Business

Everything coffee – all under one roof and in the heart of South Korea.

Incentives and Assistance for Overseas Exhibitors

Coex offers airfare discounts, translation assistance, business matching, benefits for exhibiting international Embassies and Trade Associations, and more. Contact the Coffee Expo Seoul secretariat for more information



Coffee Expo Seoul 2013 Secretariat

Ms Rhiannon Shepherd

T 82.2.6000.1121

F 82.2.6000.8177

E rmshepherd@coex.co.kr

W coffeexpo.info

Show Overview

Show Overview

Coffee Expo Seoul 2013

Thurs April 11 - Sun April 14 2013 \ Coex Hall A

- Name** \ Coffee Expo Seoul 2013
- Venue** \ Coex Hall A, First Floor
- Date** \ Exhibition : Thursday April 11th – Sunday April 14th 2013
Set-up : Tuesday April 9th – Wednesday April 10th 2013
Take down : Sunday April 14th from 5pm
- Expected Scale** \ 200 companies 500 booths 50,000 buyers
- Hosts** \ Coex, Korea Coffee Associations
- Concurrent Event** \ 2013 World Superbarista Championship, Superbarista Master Class, Specialty Seminars

Exhibition Items

Premium Coffees & Teas	Hundreds of varieties of global coffee beans and tea leaves suitable for all types of processing and to suit all tastes, from espressos to exotic blends, an array of light to dark roasts from all over the world.
Hot and Cold Beverage Related Products and Ingredients	Milks, creams and related dairy products, sugars, syrups and sweeteners, cocoa and chocolate, chicory, cinnamon and other spices, honeys, spirits, and more. Every ingredient for the perfect cup of coffee!
Machinery and Equipment	State-of-the-art coffee machines, equipment and bar accessories, drink dispensers, soda fountains, cups, mugs and glasses, washers, ice makers and crushers, coffee grinders, juice and smoothie blenders and other coffee related technology.
Gourmet Foods	Baked goods, breads, pizzas, cakes, biscuits, creams and ice cream, confectionery, syrups, cocoa based products, candy, sweetened fruits, milk and other dairy products, wines .. the list goes on!
Franchise and Shop Supplies	Cutlery, tableware, storage, furniture, interior decoration and consultations on store design. Everything you need for your store or franchise!

Top Domestic & Foreign Brands – Brand New, Innovative Products - Strong Participant Network



Show Report 2012

Coffee Expo Seoul 2012

- Date** \ April 26th – 29th 2012
- Venue** \ Coex Center Hall C, Seoul, Korea

Participating companies and booths

236 brands, 82 booths



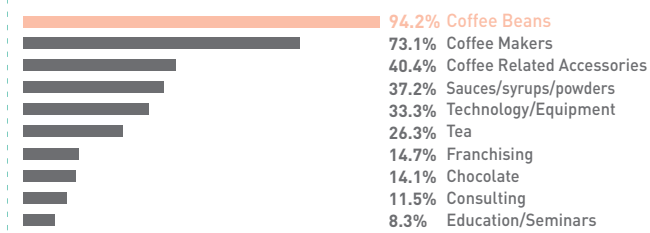
Number of Visitors

32,362 visitors

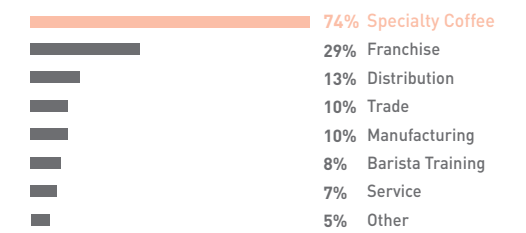


Visitor Analysis

Visitor Interest



Participating Businesses



Participation Guidelines

Application & Contract Guidelines

Participation Procedure



✉ **Submit Application and Incidental Service Forms**

Download forms from the official website and send a copy of your business registration certificate and related documents to the CES Secretariat
 Fax: +82-2-6000-8177 Email: rmshepherd@coex.co.kr

Application Guidelines

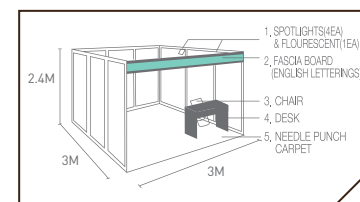
Participation Fee

Application Category	Booth Cost (b)	Participation Fee (a X b)
Early Bird Application (Before December 31st 2012)	Space Only	USD \$1,800 / booth
	Shell Scheme	USD \$2,200 / booth
	Premium Booth (White wood paneling)	USD \$2,800 / booth
General Application (December 31st 2012 - February 28th 2013)	Space Only	USD \$2,000 / booth
	Shell Scheme	USD \$2,400 / booth
	Premium Booth (White wood paneling)	USD \$3,000 / booth

Utilities and Additional Services

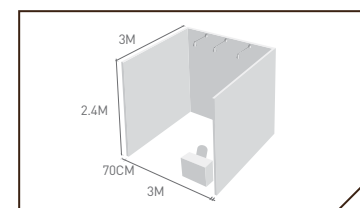
Type	Price	Notes
220V Single-Phase	Daytime: US \$50/KW 24 Hours: US \$65/KW	Frequency 60Hz
220V Triple-Phase		
380V Triple-Phase		
Domestic Line	US \$50/EA	Includes domestic long-distance Cells Flat rate phone bill
International Line	US \$130/EA	No phone bill calculation, domestic & international calls
Wired LAN	\$180/EA	LAN only (wireless LAN unavailable)
Plumbing & Compressed Air	\$150/EA	
Participant Registration System	\$200/EA	Visitor information is only provided to companies that install the system

Shell Scheme Booth Information



Shell Scheme (1 booth: 3m X 3m = 9m²)

- Width 1m X Height 2.4m
- Assembled paint panel with aluminum frame
- Py-tex Carpet inside the booth
- Furniture set (guide desk + chair)
- 1 fluorescent light(40W) and 4 spotlights(100W)



Premium Booth (1 booth: 3m X 3m = 9m²)

- Front : Composed of block assembly with spotlight inserted
- Back : Width 1m X Height 2.4m, Assemble paint panel with aluminum frame
- Pytex Carpet inside the booth
- 1 set(Guide Desk & Chair)
- 1 fluorescent light(40W) and 4 spotlights(100W)

Marketing & Promotion

Marketing & Promotion



Coex Global Business Unit : Trade Show Marketing Services

Coex Global Business Unit provides comprehensive international marketing for all Coex Shows. The GBU works exclusively on globalizing Coex Shows and promoting them abroad.

International Marketing Services:

<p>No. 1</p> <p>Overseas Exhibitor Marketing</p> <p>Customized exhibitor databases; exhibitor sales campaigns; overseas sales agents; International pavilion packages; trade show delegation programs; foreign embassy relations</p>	<p>No. 2</p> <p>Overseas Buyer Marketing</p> <p>Customized buyer databases; in-house foreign language support for Chinese, Japanese & English; press and digital promotional campaigns; trade show delegation and buyer tour programs</p>	<p>No. 3</p> <p>Global Exhibition Partnerships</p> <p>Network of overseas exhibition organizers; co-promotion of related exhibitions; international database exchange; international association networking</p>	<p>No. 4</p> <p>Overseas Media Promotion</p> <p>Advertising in international media; promotion to overseas press groups; international online media and ad campaigns</p>
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Embassy One-plus-One Booth Package

All national trade promotion agencies and foreign embassies are eligible for the Embassy One-Plus-One Booth Pavilion Package at Coffee Expo Seoul 2013.

Package outline:

- One FREE booth for your Embassy or Trade Association upon confirmation of a full-price booth for a business or businesses from your representative country.
- Free full-color advertising within an exclusive section of the show directory
- Online promotion through Coex's Facebook social media sites
- Interpreter reservation assistance
- 5-15% off flight tickets for participants using Lufthansa Airlines
- E-newsletter promotion distributed to 10,000+ buyers
- Hotel & city tour arrangement assistance

Please contact the Coex Global Business Unit to inquire about the Embassy Booth Package and find out how this opportunity can be of benefit to your business.

Exhibitor Application and Contract

COFFEE EXPO SEOUL 2013

11-14. 4. 2013

T. 82-2-6000-1121 F. 82-2-6000-8177 E. rmshepherd@coex.co.kr

1 Applicant Information

Company Name			
President / CEO			
Postal Address	Zip code ()		
Contact Person		Department / Position	
Phone		Fax	
E-mail		Official Website	
Key Exhibition Items			

- * If any of the above details change after submission of this application form, please immediately inform the Coffee Expo Seoul Secretariat
- * Please note that ALL contact details (telephone, fax, email address) should be a direct contact line to the person in charge of the application

2 Booth Type / Scale (please complete as applicable)

Application Category	Booth Selection (a)		Booth Cost (b)	Participation Fee (a X b)	Total
Early Bird Application (Before December 31st 2012)	Space Only	[] booths	USD \$1,800 / booth		
	Shell Scheme	[] booths	USD \$2,200 / booth		
	Premium Booth (White wood paneling)	[] booths	USD \$2,800 / booth		
General Application (December 31st 2012 - February 28th 2013)	Space Only	[] booths	USD \$2,000 / booth		
	Shell Scheme	[] booths	USD \$2,400 / booth		
	Premium Booth (White wood paneling)	[] booths	USD \$3,000 / booth		

PAYMENT POLICY

- 50% of the total exhibitor participation fee should be **submitted as a deposit within seven days of initial application.**
- The contract **will not be confirmed and the exhibit space not reserved until this deposit is paid.**
- Please send a copy of the bank transfer receipt by fax to Coex at +82-2-6000-8177.

Account Name Coex
 Account No. 140-007-329502
 Bank SHINHAN BANK, World Trade Center Branch, Seoul, Korea
 SWIFT Code SHBKKRSE

The show organizer reserves the right to refuse exhibits inappropriate to the theme of the show.
 Exhibitor cancellation fees depend on the period in which the cancellation is made. Please refer to participation regulations for details.

I accept and agree to the Coffee Expo Seoul 2013 Participation Regulations and Contract Conditions (below), and hereby submit an application to exhibit at the show.

Name of Applicant (please print) _____

Date (dd/mm/yyyy) _____

Authorized Signature _____

- * The signee who seals this contract is granted the liability and rights to fulfill the below contract conditions as representative of the exhibitor.

Exhibitor Rules and Regulations

COFFEE EXPO SEOUL 2013

11-14. 4. 2013

T. 82-2-6000-1121 F. 82-2-6000-8177 E. rmshepherd@coex.co.kr

ARTICLE 1 DEFINITION OF TERMS

'Exhibitor' refers to companies, associations, organizations and individuals submitting an application to exhibit at Coffee Expo Seoul 2013. 'Exhibition' refers to Coffee Expo Seoul 2013. 'Organizer' refers to Coex and the Coffee Expo Seoul 2013 office. 'GSC (General Service Contractor)' refers to the Coex MICE Strategy and Management Team who collaborate with the Organizer and provide services integral to the management of the exhibition.

ARTICLE 2 ALLOCATION OF EXHIBITION SPACE

Booth locations are to be decided by the GSC and are based on the order in which applications are received, booth content and exhibited items, as well as other applicable influences. In the case of unavoidable or unalterable circumstances, the GSC has the right to change the allocated space for booths as long as it is before the exhibition preparation period. The Organizer shall not be liable for compensation to Exhibitors owing to booth space allocation changes.

ARTICLE 3 PAYMENTS AND PARTICIPATION FEE

Application forms must be submitted to Coex, Seoul, and 50% of the total booth fee paid within seven days of application submission. Booth spaces are allocated on a first come first serve basis and cannot be reserved until down payment is received. All remaining participation fees should be made by March 15th 2013. Participation fees include booth hire, venue costs, 24 hour security, hallway cleaning, provision of PR data, exhibition directory and provision of all other information necessary for participation in the exhibition. Failure to make booth fee payments by the required dates may result in the loss of booth reservation.

ARTICLE 4 BOOTH INSTALLATION AND DISMANTLING

Installation and dismantlement of booths must be completed within the period of time stipulated by the Organizer (to be communicated in Exhibitor's Service Manual). Booths may not under any circumstances be dismantled before the time and date specified in the Exhibitor's Service Manual and any losses to the Exhibition incurred due to Exhibitor set-up or take-down delays must be compensated to the Organizer by the Exhibitor.

ARTICLE 5 INSURANCE, SAFETY AND SECURITY

The Exhibitor must have insurance for all equipment and exhibits for the installation and dismantlement periods, and for the duration of the show. The Organizer will take appropriate measures to protect the rights of exhibitors and visitors, however ultimate liability of all exhibited items in terms of loss, theft, damage or related acts resides with the exhibitors. All materials used within stands and booths must be incombustible according to fire safety acts.

ARTICLE 6 PROVIDING INFORMATION TO THE ORGANIZER

Accurate data and information on exhibiting items and booth contents must be provided by the Exhibitor to the Organizer in order to confirm that all materials comply with the rules and regulations of the Exhibition. The Exhibitor is also obliged to provide the Organizer with company information necessary for the promotion of Coffee Expo Seoul 2013.

ARTICLE 7 EXHIBITION BOOTH MANAGEMENT

Exhibitors should showcase only items relevant to those listed in the application. Major changes to exhibit content must be notified to the Organizer and the Organizer reserves the right to deny changes detrimental or inappropriate to the show. Exhibitor's agents should staff the booth at all times and no activities shall be conducted beyond each Exhibitor's allocated space.

ARTICLE 8 SUB-LEASING OF BOOTHS

Under no circumstances may exhibitors assign all or part of the already allocated booth location to a third party without the approval of the Organizer.

ARTICLE 9 RESTRICTION ON SALES

The purpose of the Exhibition is to showcase items and products to visitors and buyers and thus Exhibitors are prohibited from selling products over-the-counter within the Exhibition. Sales activities are permitted only at the specifically allocated areas set aside by the Organizer or GSC and taxes and other technicalities entailed by such activities are the sole responsibility of the Exhibitors. Promotional giveaways that do not involve the exchange of currency for goods are permitted provided they do not cause disruption to other exhibitor booths or visitors.

ARTICLE 10 BREACHES OF CONTRACT

In the case that the Exhibitor declines to use space allocated, fails to submit payments by the deadlines set, or fails to comply with regulations set out by the Organizers, the Organizers reserve the right to void the application and participation fees will not be refunded.

ARTICLE 11 CHANGES OR AMENDMENTS TO CONTRACT

In the case that the Exhibitor decides to downgrade floor space applied for, the following penalties will be applied and must be paid within 15 days of the application for amendment. If the exhibitor has already paid the participation fees in full, the penalty will be deducted and the remainder refunded if necessary.

- [A] On or before December 31st 2012 : Cancelled Space/Applied Space X Booth Fee X 50%
- [B] January 1st 2013 - February 29th 2013 : Cancelled Space/Applied Space X Booth Fee X 80%
- [C] On or after March 1st 2013 : Cancelled Space/Applied Space X Booth Fee 100%

ARTICLE 12 CANCELLATION OF CONTRACT

In the event that the Exhibitor decides to cancel their participation, the following penalties will be applied and must be paid to the Organizers within 15 days of cancellation. If the exhibitor has already paid the participation fees in full, the penalty will be deducted and the remainder refunded if necessary.

- [A] On or before December 31st 2012 : 50% of booth fee
- [B] January 1st 2013 - February 29th 2013 : 80% of Booth Fee
- [C] On or after March 1st 2013 : 100% of Booth Fee

ARTICLE 13 FORCE MAJURE

Neither party is responsible for any delay or failure in performance of any part of this Agreement to the extent caused by an act of God, war, government regulation, terrorism, civil disorder, curtailment of transportation facilities, or any other emergency of a comparable nature beyond the affected party's control (each a "Force Majeure Event"), making it impossible, illegal, or otherwise materially affecting a party's ability to perform its obligations under this Agreement.

ARTICLE 14 ADDITIONAL RULES AND REGULATIONS

The Organizer reserves the right to supplement or amend existing Rules and Regulations stipulated in this contract. These regulations must be observed by Exhibitors alongside the overall rules and regulations of Coex center. Matters not mentioned in this contract follow the related regulations and laws designated by the Organizer.

ARTICLE 15 RESOLUTION OF DISPUTES

Disputes between Exhibitors and the Organizer will be arbitrated by the Korea Commercial Arbitration Board and their resolution will be binding to both parties.

ARTICLE 16 CLEAN FULFILLMENT OF CONTRACT

The Organizer and Exhibitor must not directly or indirectly request or provide any sort of inappropriate granting such as bribable services or money. Both parties must mutually strive to maintain a clean and transparent trading environment and fair trade orders.